]	l	What is Claimed is:		
2	2	54×7 1.	A search method for a computer device, comprising:	
3	3		associating a user of the computer device with at least one of a plurality of	
4	1	beneficiary groups; and		
4	5		providing an arrangement for searching for a provider based upon a search	
(5	request input t	to the computer device, the provider being associated with a beneficiary group	
-	7	associated with the user.		
	l	2.	The search method of claim 1, wherein the input search request includes a	
g:	2	request to sear	ch for a provider of one of a good, service and information.	
	l	3.	The search method of claim 1, further comprising:	
D D	2		receiving the input search request including a user-specified beneficiary group	
F In	3	from the computer device of a user;		
D '	4		searching for a provider, based upon the search arrangement and the received	
o V	5	input search re	equest including the user-specified beneficiary group, the search arrangement	
1 4 10 5 10 6	5	including a sy	nergistic concentric circle arrangement; and	
	7		outputting results of the search to the user.	
•	l	4.	The search method of claim 1, wherein the search arrangement includes an	
2	2	expandable sy	nergistic concentric circle arrangement.	
	i	5.	The search method of claim 4, further comprising:	
2	2		receiving information from the user for expanding at least one of the synergistic	
3	3	concentric circ	cles of the synergistic expandable concentric circle arrangement.	
			\	

1	6. The search method of claim 4, further comprising:		
2	providing, to the user, a dynamic capability to expand at least one of the		
3	synergistic concentric circles of the synergistic concentric circle arrangement to thereby expand		
4	the input search request on the computer device.		
1	7. The search method of claim 5, wherein the step of receiving includes receiving		
2	information prioritizing expansion of the synergistic concentric circles.		
1	8. The search method of claim 6, further comprising:		
2	receiving information prioritizing expansion of the synergistic concentric		
3	circles.		
	9. The search method of claim 4, further comprising:		
]]]	prompting the user at the computer device, to expand at least one of the		
Ē ∏ 3	synergistic concentric circles of the synergistic concentric circle arrangement.		
<u> </u>	10. The search method of claim 9, wherein the step of prompting includes		
0 U 2	prompting the user to prioritize expansion of the synergistic concentric circles.		
] 1 0 U 2] 1	11. The search method of claim , wherein a beneficiary group associated with the		
2	user is assigned priority over another benefic ary group associated with the user.		
1	12. The search method of claim 1, wherein the step of providing includes providing		
2	an arrangement for searching on the Internet.		
1	13. The search method of claim 1, wherein the step of providing includes providing		
2	an arrangement for searching on the worldwide web.		
1	14. The search method of claim 1, wherein the search arrangement includes a		
2	synergistic concentric circle arrangement, and concentric circles of the synergistic concentric		
3	circle arrangement are hierarchically ranked.		

1	23.	The search method of claim 22, wherein the search is conducted based upon an		
2	expandable synergistic concentric circle arrangement.			
1	24.	The search method of claim 23, further comprising:		
2		receiving information for expanding at least one of the synergistic concentric		
3	circles of the synergistic concentric circle arrangement.			
1	25.	The search method of claim 23, further comprising:		
2		providing a dynamic capability to expand at least one of the synergistic		
3	concentric circles of the synergistic concentric circle arrangement to thereby expand the in			
4	search reques	st on the computer device		
1	26.	The search method of claim 23, wherein the step of receiving includes receiving		
2	information prioritizing expansion of at least one of the synergistic concentric circles.			
1	27.	The search method of claim 23, further comprising:		
2		prompting expansion of at least one of the synergistic concentric circles of the		
3	synergistic concentric circle arrangement.			
1	28.	The search method of claim 27, wherein the step of prompting includes		
2	prompting prioritized expansion of at least one of the synergistic concentric circles.			
1	29.	The search method of claim 23, wherein one beneficiary group is specified		
2	priority over	another beneficiary group.		
1	30.	The search method of claim 23, wherein the synergistic concentric circles of the		
2	synergistic co	oncentric circle arrangement are hierarchically ranked.		
1	31.	The search method of claim 30, further comprising:		
2		receiving information for expanding a search to a next hierarchically ranked		
3	synergistic co	oncentric circle.		

	1	40.	The search system of claim 39, wherein the prioritized expansion is established	
	2	by prioritized	expanded searches within a beneficiary group and searches to a next	
	3	concentrically	arranged beneficiary group.	
	1	41.	The search system of claim 36, wherein the controller is further adapted to	
	2	receive a sear	\ ch request requesting an expanded search within a beneficiary group.	
	1	42.	The search system of claim 36, wherein the controller is adapted to prompt the	
	2	user to expand	the input search request upon failing to provide a search result including a	
	3	provider associated with the beneficiary group of the user.		
0	1	43.	The search system of claim 38, wherein a concentric circle is geographically	
(D	2	expandable.		
	1	44.	The search system of claim 38, wherein a concentric circle is expandable based	
<u>-</u> =	2	upon a redefined beneficiary group.		
	1	45.	A computer search method, comprising:	
	2		storing information for each of a plurality of users of computer devices and for	
	3	each of a plur	ality of providers of at least one of goods, services and information, associating	
	,			
	4	each user and each provider with at least one beneficiary group;		
	5		receiving a search request for at least one of a good, service and information	
	6	from a computer device of a user;		
	7		searching the stored information based upon the search request and the at least	
	8	one beneficiar	y group associated with the user; and	
	9		providing a search result to the computer device of the user based upon the	
]	10	search.		
	1	46.	The computer search method claim 45, wherein the step of providing includes	
	2	providing the	user with at least one provider of the requested good, service or information,	

associated with the beneficiary group of the user.

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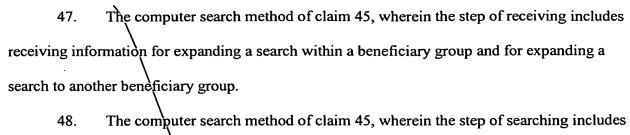
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- searching for a provider in\an expandable synergistic concentric circle arrangement.
- The search method of claim 48, further comprising: receiving information for expanding at least one of the synergistic concentric circles of the expandable synergistic concentric circle arrangement.
- 50. The search method of claim 48, wherein the step of receiving includes receiving information prioritizing expansion of the synergistic concentric circles.
- The search method of claim 48, further comprising: 51. prompting the user, at the computer device, to expand at least one of the synergistic concentric circles of the synergistic concentric circle arrangement.

A search system comprising:

association of users and providers of a common beneficiary group.

- a database, adapted to associate users of computer devices and providers of goods, services or information with at least one beneficiary group; and a controller, adapted to provide an arrangement for searching for a provider based upon a search request received from a user, wherein the search arrangement enables
- A search system of claim 52, wherein the search request includes a search for 53. one of a good, service and information.
- The search system of claim 52, wherein the database is searched in expandable 54. synergistic concentric circles formed based upon the search request and associated beneficiary group of the user.

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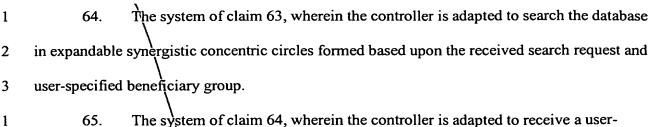
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- The search system of claim 54, wherein the controller is adapted to receive information prioritizing expansion of synergistic concentric circles.
 - 56. The search system of claim 55, wherein the prioritized expansion is established by prioritized expanded searches within a beneficiary group and searches to a next concentrically arranged affiliation group.
 - 57. The search system of claim 52, wherein the controller is further adapted to receive a search request requesting an expanded search within a beneficiary group.
 - 58. The search system of claim 52, wherein the controller is adapted to prompt the user to expand the input search request upon failing to provide a search result including a provider associated with the beneficiary group of the user.
 - 59. The search system of claim 54, wherein a synergistic concentric circle is geographically expandable.
 - 60. The search system of claim 54, wherein a synergistic concentric circle is expandable based upon a redefined beneficiary group.
 - 61. A system comprising:
 - a database, adapted to store a plurality of providers of a good, service, or information, each stored in association with at least one beneficiary group; and
- a controller, adapted to provide an arrangement for associating a provider, in conjunction with the database, with a user of a computer device based upon a request received from the computer device, wherein the user and provider are associated with a common userspecified beneficiary group.
 - 62. The system of claim 61, wherein the request includes a request for a provider of one of a good, service, and information.
 - 63. The system of claim 61, wherein the controller is adapted to associate a provider with a user by searching the database.



- 65. The system of claim 64, wherein the controller is adapted to receive a user-specified beneficiary group.
- 66. The system of claim 65, wherein the user-specified beneficiary group is received from the computer device.
- 67. The system of claim 61, wherein the database is further adapted to store a plurality of users, each associated with at least one beneficiary group.
- 68. The system of claim 65, wherein the controller is adapted to receive information prioritizing expansion of synergistic concentric circles.
- 69. The system of claim 68, wherein the prioritized expansion is established by prioritized expanded searches within a beneficiary group and searches to a next concentrically arranged beneficiary group.
- 70. The system of claim 65, wherein the controller is further adapted to receive a search request requesting an expanded search within a beneficiary group.
- 71. A search method for a computer device, comprising:

 associating a provider of at least one of a good, service and information with at least one of a plurality of beneficiary groups; and
- providing an arrangement for searching for the provider based upon a search
 request input into the computer device user, the search request associating the user with a userspecified beneficiary group also associated with the provider.

user.



1	72.	The search method of claim 71, further comprising:
2		receiving the input search request including a user-specified beneficiary group
3	from the com	puter device of a user;
4		searching for the provider, based upon the search arrangement and the received
5	input search r	request and user-specified beneficiary group, the search arrangement including a
6	synergistic co	oncentric circle arrangement; and
7		outputting results of the search to the user.
1	73.	The search method of claim 7, wherein a plurality of providers are associated
2	with at least of	one beneficiary group.
3	74.	The search method of claim 73, wherein the search arrangement includes an
4	expandable s	ynergistic concentric circle arrangement.
1	75.	The search method of claim 74, further comprising:
2		receiving information from the user for expanding at least one of the synergistic
3	concentric circles of the expandable synergistic concentric circle arrangement.	
1	76.	The search method of claim 74, further comprising:
2		providing, to the user, a dynamic capability to expand at least one of the
3	synergistic co	oncentric circles of the synergistic concentric circle arrangement to thereby expand
4	the input sear	rch request on the computer device .
1	77.	The search method of claim 74, further comprising:
2		prompting the user at the computer device, to expand at least one of the
3	synergistic concentric circles of the synergistic concentric circle arrangement.	
1	78.	The search method of claim 77, wherein the step of prompting includes
2	prompting the	e user to prioritize expansion of the synergistic concentric circles.
1	79.	The search method of claim 3, wherein the output results are displayed to the

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- 1 80. The search method of claim 79, wherein the display includes addresses of
- 2 providers.
- 1 81. The search method of claim 80, wherein the addresses include at least one of an
- 2 Internet address and a physical location address.
- 1 82. The search method of claim 22, wherein the output results are displayed to the
- 2 user.
- 1 83. The search method of claim 82, wherein the display includes addresses of
- 2 , providers.
- 1 84. The search method of claim 83, wherein the addresses include at least one of an 2 Internet address and a physical location address.
 - 85. The search system of claim 36, wherein the controller is further adapted to provide a displayed search result to the user for display on a computer device of the user.
 - 86. The search system of claim 85, wherein the display includes addresses of providers.
 - 87. The search system of claim 81, wherein the addresses include at least one of an Internet address and a physical location address.
- 1 88. The search method of claim 45, wherein the provided search results are 2 displayed to the user.
- 1 89. The search method of claim 88, wherein the display includes addresses of 2 providers.
- 1 90. The search method of claim 89, wherein the addresses include at least one of an 2 Internet address and a physical location address.
- 1 91. The search method of claim 72, wherein the output results are displayed to the 2 user.



- 92. The search method of claim 91, wherein the display includes addresses of
- 2 providers.

- 93. The search method of claim 92, wherein the addresses include at least one of an
- 2 Internet address and a physical location address.